AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

receiving ~~content access information associated with a subscriber~~ data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said ~~content access information~~ data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

2. (Original) The method of claim 1, wherein said subscriber comprises a consumer.

3. (Currently Amended) The method of claim 1, wherein said ~~content access information~~ data from the plurality of programming and advertising sources comprises television-programming data.

4. (Canceled)

5. (Currently Amended) The method of claim 1, wherein said ~~content access information~~ data from the plurality of programming and advertising sources comprises duration information.

6. (Original) The method of claim 1, wherein said subscriber attribute comprises demographic information.

7. (Original) The method of claim 6, wherein said demographic information comprises a profession of said subscriber.

8. (Original) The method of claim 6, wherein said demographic information comprises a property ownership history of said subscriber.

9. (Original) The method of claim 1, wherein said subscriber attribute comprises a questionnaire response.

10. (Original) The method of claim 1, wherein said subscriber attribute comprises a purchase.

11. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said purchase complements a produce provided by said provider.

12. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.

13. (Original) The method of claim 1, wherein said provider comprises a content provider.

14. (Original) The method of claim 13, wherein said content provider comprises a programming provider.

15. (Original) The method of claim 13, wherein said content provider comprises an advertising provider.

16. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

computer program code for receiving ~~content-access information associated with a subscriber~~ data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;

computer program code for receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

computer program code for merging said ~~content-access information~~ data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

17. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber as a desirable subscriber comprising:

~~A content-access information~~ a content database, wherein said ~~content-access information~~ content database comprises ~~content-access information for a subscriber~~ data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

4

a merge processor electronically connected to said ~~content-access information~~ content database, <u>said subscriber-action database,</u> said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information <u>content</u> database, <u>said subscriber-action database,</u> and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database.

18. (Original) The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. (Currently Amended) The system of claim [[17]] <u>18</u>, wherein said purchase history database comprises a credit card database.

20. (Original) The system of claim 17, wherein sad subscriber attribute database comprises a property ownership database.

21. (Original) The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

22. (Original) The system of claim 17, wherein said data analyzer comprises a report creator.

23. (Original) The system of claim 17, wherein said data analyzer comprises a multidimensional database.

24. (Original) The system of claim 17, wherein said data analyzer comprises a data-mining application.

25. (Canceled)

26. (New) The method of claim 1, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

27. (New) The method of claim 1, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).

28. (New) The computer-readable medium of claim 16, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

29. (New) The computer-readable medium of claim 16, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).

30. (New) The system of claim 17, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

31. (New) The system of claim 17, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).